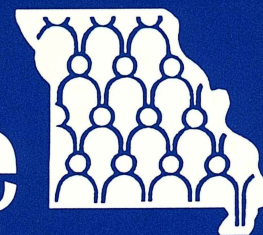


# Missouri Census Update



Missouri State Census Data Center, Missouri State Library

Fall 1997

## Time for the 1997 Economic Census

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The Census Bureau conducts an economic census every five years to develop a complete picture of American business. This December, 100,000 Missouri businesses will receive 1997 Economic Census questionnaires; nationwide, a total of five million businesses will receive the forms. Answers are to be returned by February 12, 1998, and response is considered so important, it is required by law.

Alan Greenspan, chairman of the Federal Reserve Board of Governors, has said that the economic census is indispensable to understanding America's economy. "It insures the accuracy of the statistics we rely on for sound economic policy and for successful business planning." It is significant that in an era of tight budgets and program cuts elsewhere, congressional appropriation bills for the 1998 fiscal year fully fund the 1997 Economic Census.

As in the past, the upcoming economic census will serve as the primary source of detailed facts about the nation's economy. It will measure areas such as labor costs, sales by industry, receipts, retail sales per capita by county, and exported commodities by state.

### Uses for data from economic censuses

There are many valuable applications for economic census data. Examples include:

- ☐ businesses compare their sales to census totals for their industry or area to make plans and evaluate performance
- ☐ companies use census data to determine territories, allocate advertising, and locate new stores and offices
- ☐ manufacturers look at statistics for materials consumed to learn about industries that use their products
- ☐ consultants and researchers use census data to analyze economic activity
- ☐ local governments monitor and evaluate the data to understand their economic base and attract new businesses

### What we've learned from past economic censuses

In addition to providing a current snapshot of the economy, the econom-

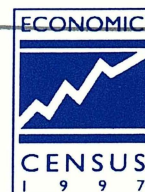
ic census is also a valuable tool for trend analysis. Statistical benchmarks (reference points from which an economy can measure both the volume and direction of its change over time) are considered important to many in the both the public and private sectors. Comparative analysis of economic census figures in the past let us know that:

- ☐ sales by restaurants increased by more than 32 percent between 1987 and 1992
- ☐ clothing is one of the top catalog sales items and accounts for 22% of all catalog sales
- ☐ sales by pet stores nearly doubled between 1987 and 1992, from \$1.3 billion to \$2.6 billion
- ☐ between 1987 and 1992, the number of incorporated child care centers doubled to 51,297, and the number of jobs at these centers climbed 150 percent to 468,000; approximately two out of three centers were for-profit entities, and as such, were subject to federal income taxes
- ☐ three states—California, Texas, and Florida—accounted for 49 percent of the total number of minority-owned firms in 1992; Hawaii had the highest percentage of firms owned by minorities

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## ► Economic Census *from page 1*

at 52 percent and the District of Columbia ranked second with 36 percent

in 1992, life insurers spent \$47.7 billion on administrative expenses compared to \$378.4 billion in revenues (one out of eight dollars); by comparison, insurers paid out \$164 billion in benefits to policyholders

### Debut of new classification system

The 1997 Economic Census will be the first major data set to be published according to the new North American Industry Classification System (NAICS). This plan for a new industry classification system—one that will enable the United States, Canada, and Mexico to compare economic and financial statistics more effectively—was announced by the Clinton administration last spring. The new system will replace the separate classification systems each country has used in the past with a uniform system for classifying industries. In the United States, NAICS will replace the Standard Industrial Classification, a system that federal, state, and local governments, the business community, and the general public

have used since the 1930s.

In a marked change from the old system, NAICS reflects the enormous changes in technology and in the growth and diversification of services that have marked recent decades. Dozens of new industries, such as fiber optic cable manufacturing and satellite telecommunications, will be recognized for the first time.

NAICS is considered to be a flexible system that will take into account changes in the global economy. The new system is also expected to support more informed economic and trade policies, more profitable business decisions, and more meaningful public discussion and debate. The three countries plan to update the system every five years.

Complete lists of the new codes, tables identifying the relationship between SIC and NAICS categories, and articles about the new system are available on the Internet at <http://www.census.gov/naics>.

For additional information about the 1997 Economic Census, visit the Census Bureau's web site at <http://www.census.gov/econ97>. Businesses that receive economic census forms and have questions, can call - 800-233-6136.

## Missouri Census Update

**Vol. 1, No. 4 — Fall 1997**

**Missouri Census Update** (ISSN 1092-9509) is published quarterly by the Office of the Secretary of State to fulfill contractual obligations to the U.S. Bureau of the Census in connection with the State Data Center Program authorized under Title 13, United States Code, Section 8(b). The newsletter is distributed to the Census Bureau, other state data centers, affiliate agencies, libraries, universities, state agencies, and other interested parties.

For more information about the newsletter or the State Census Data Center, contact the MSCDC Coordinator, Missouri State Library, P.O. Box 387, Jefferson City, Missouri 65102-0387; tel: 573-526-7648; <http://www.oseda.missouri.edu/mscdc/index.html>

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## Plans move forward for Census 2000 dress rehearsal

Plans are moving forward for the Census 2000 dress rehearsal at selected test sites next spring. After much discussion in Congress over the use of statistical sampling to conduct the 2000 census, the Census Bureau will conduct its Census 2000 dress rehearsal using both traditional and sampling methods of counting. In Columbia, South Carolina, and surrounding rural counties, traditional counting methods will be used. A quality-check survey at the Columbia site will then be used to measure the accuracy of the counts. The dress

rehearsal in Sacramento, California, and on the Menominee Indian Reservation in Wisconsin will include the use of sampling previously planned by the bureau.

After Congress and the White House came to an agreement about the Census Bureau's fiscal year 1998 budget in mid-November, Census Bureau director Martha Farnsworth Riche issued the following statement regarding the agreement:

*"I am pleased that the Congress has decided to allow the Census Bureau to pro-*

*ceed with a dress rehearsal that lets the Census Bureau test, evaluate and prepare to use all available tools, including scientific sampling, in the 2000 census. Under the original appropriations language, these operations were put on hold pending judicial review, but this compromise will let the Census Bureau move forward in its planning for Census 2000, and judicial review can occur simultaneously."*

For further information, contact the Census Bureau's associate director for communications, Phil Sparks, at 301-457-2158.



# Missouri population estimates

The Census Bureau released new population estimates for all Missouri incorporated villages, towns, and cities in November. The 1996 estimates show that Kansas City still ranks as Missouri's largest city, with an estimated population of 441,259.

The estimates were produced by the Federal-State Cooperative Program for Population Estimates (FSCPE). Demographers in the Population Estimates Branch of the Population Divi-

sion at the Census Bureau worked with the state demographer in Missouri, and demographers across the nation, to complete the project. This is the first release of population estimates for towns since late 1995, when the July 1, 1994, estimates were made available.

The list below shows the 1996 population estimate for all Missouri towns and cities with an estimated population of 1,000 or more. The listing also indicates the 1990 census total for each place, along with the percentage

of change between the 1990 and 1996 population levels.

A complete list of 1996 Missouri town estimates, which includes places with population levels below 1,000, is available in a variety of formats on the Missouri State Census Data Center's web page at <http://www.oseda.missouri.edu/mscdc/index.html>. To request a printed copy of the report, contact the State Census Data Center coordinator at the State Library, 800-325-0131 ext. 10.

	Census April 1, 1990	Estimate July 1, 1996	% chg 1990- 1996
Adrian	1,582	1,682	6.3%
Advance	1,139	1,198	5.2%
Albany	1,958	1,878	-4.1%
Anderson	1,432	1,601	11.8%
Appleton City	1,280	1,358	6.1%
Arnold	18,828	20,473	8.7%
Ash Grove	1,128	1,130	0.2%
Ashland	1,252	1,243	-0.7%
Aurora	6,459	6,791	5.1%
Ava	2,938	3,091	5.2%
Ballwin	21,406	20,853	-2.6%
Battlefield	1,526	1,843	20.8%
Bel-Nor	1,812	1,704	-6.0%
Bel-Ridge	3,435	3,232	-5.9%
Belle	1,218	1,237	1.6%
Bellefontaine			
Neighbors	10,918	10,352	-5.2%
Belton	18,145	20,862	15.0%
Berkeley	12,250	10,636	-13.2%
Bernie	1,848	1,828	-1.1%
Bethany	3,005	2,803	-6.7%
Billings	989	1,237	25.1%
Bismarck	1,579	1,725	9.2%
Black Jack	6,131	6,295	2.7%
Bloomfield	1,800	1,798	-0.1%
Blue Springs	40,103	44,667	11.4%
Bolivar	6,845	8,119	18.6%

	Census April 1, 1990	Estimate July 1, 1996	% chg 1990- 1996
Bonne Terre	3,871	3,907	0.9%
Boonville	7,095	7,597	7.1%
Bourbon	1,188	1,342	13.0%
Bowling Green	2,976	2,994	0.6%
Branson	3,706	5,039	36.0%
Breckenridge			
Hills	5,181	4,875	-5.9%
Brentwood	8,150	7,704	-5.5%
Bridgeton	17,732	16,502	-6.9%
Brookfield	4,888	4,791	-2.0%
Brunswick	1,074	1,041	-3.1%
Buckner	2,885	2,777	-3.7%
Buffalo	2,414	2,759	14.3%
Butler	4,099	3,921	-4.3%
Byrnes Mill	1,578	1,613	2.2%
Cabool	2,006	2,003	-0.1%
California	3,465	3,697	6.7%
Calverton Park	1,473	1,388	-5.8%
Camdenton	2,561	3,088	20.6%
Cameron	6,782	7,672	13.1%
Campbell	2,165	2,224	2.7%
Canton	2,623	2,406	-8.3%
Cape Girardeau	34,475	35,464	2.9%
Carl Junction	4,123	5,080	23.2%
Carrollton	4,406	3,943	-10.5%
Cartersville	2,013	2,143	6.5%
Carthage	10,747	11,381	5.9%

	Census April 1, 1990	Estimate July 1, 1996	% chg 1990- 1996
Caruthersville	7,389	7,096	-4.0%
Cassville	2,371	2,719	14.7%
Centralia	3,414	3,242	-5.0%
Chaffee	3,059	3,019	-1.3%
Charlack	1,388	1,302	-6.2%
Charleston	5,085	4,673	-8.1%
Chesterfield	42,325	45,490	7.5%
Chillicothe	8,799	8,472	-3.7%
Clarence	1,026	1,042	1.6%
Clarkson Valley	2,604	2,693	3.4%
Clarkton	1,113	1,067	-4.1%
Claycomo	1,668	1,817	8.9%
Clayton	13,926	13,513	-3.0%
Clinton	8,703	9,226	6.0%
Cole Camp	1,054	1,164	10.4%
Columbia	69,133	76,756	11.0%
Concordia	2,160	2,141	-0.9%
Cool Valley	1,407	1,331	-5.4%
Cottleville	453	1,016	124.3%
Country Club Hills	1,348	1,270	-5.8%
Country Club	1,755	1,838	4.7%
Crane	1,218	1,511	24.1%
Crestwood	11,229	12,114	7.9%
Creve Coeur	12,289	12,093	-1.6%
Crystal City	4,088	3,973	-2.8%
Cuba	2,537	3,021	19.1%
De Soto	5,993	6,009	0.3%



	Census April 1, 1990	Estimate July 1, 1996	% chg 1990- 1996		Census April 1, 1990	Estimate July 1, 1996	% chg 1990- 1996		Census April 1, 1990	Estimate July 1, 1996	% chg 1990- 1996
Dellwood	5,245	4,943	-5.8%	Hayti	3,280	3,203	-2.3%	Lexington	4,860	4,540	-6.6%
Des Peres	8,395	8,011	-4.6%	Hazelwood	15,512	14,754	-4.9%	Liberty	20,459	24,270	18.6%
Desloge	4,150	4,701	13.3%	Herculaneum	2,263	2,368	4.6%	Licking	1,328	1,380	3.9%
Dexter	7,506	7,640	1.8%	Hermann	2,754	2,904	5.4%	Lilbourn	1,378	1,290	-6.4%
Dixon	1,585	1,495	-5.7%	Higginsville	4,693	4,503	-4.0%	Lincoln	874	1,006	15.1%
Doniphan	1,713	1,872	9.3%	Hillsboro	1,625	1,568	-3.5%	Linn	1,148	1,189	3.6%
Duquesne	1,229	1,293	5.2%	Hillsdale	1,948	1,820	-6.6%	Lockwood	1,041	1,103	6.0%
East Prairie	3,416	3,244	-5.0%	Holden	2,389	2,507	4.9%	Louisiana	3,967	3,851	-2.9%
Edina	1,283	1,162	-9.4%	Hollister	2,628	4,522	72.1%	Macon	5,571	5,399	-3.1%
Edmundson	1,111	1,193	7.4%	Holts Summit	2,292	2,657	15.9%	Malden	5,123	4,892	-4.5%
El Dorado Springs	3,830	3,994	4.3%	Houston	2,118	2,060	-2.7%	Manchester	6,447	6,929	7.5%
Eldon	4,419	4,703	6.4%	Humansville	1,084	1,201	10.8%	Mansfield	1,429	1,625	13.7%
Ellisville	7,183	7,841	9.2%	Huntsville	1,567	1,500	-4.3%	Maplewood	9,962	9,334	-6.3%
Elsberry	1,898	2,159	13.8%	Independence	112,301	110,303	-1.8%	Marble Hill	1,447	1,511	4.4%
Eureka	4,683	5,250	12.1%	Ironton	1,539	1,516	-1.5%	Marceline	2,645	2,577	-2.6%
Excelsior Springs	10,373	11,293	8.9%	Jackson	9,256	10,893	17.7%	Marionville	1,920	2,083	8.5%
Farmington	11,596	13,210	13.9%	Jasper	994	1,056	6.2%	Marlborough	1,949	1,837	-5.7%
Fayette	2,888	2,842	-1.6%	Jefferson City	35,517	36,143	1.8%	Marshall	12,711	12,283	-3.4%
Fenton	3,346	3,454	3.2%	Jennings	15,841	15,162	-4.3%	Marshfield	4,374	5,219	19.3%
Ferguson	22,290	21,126	-5.2%	Joplin	40,866	43,698	6.9%	Maryland Hgts.	25,440	24,094	-5.3%
Festus	8,105	8,353	3.1%	Kahoka	2,195	2,186	-0.4%	Maryville	10,663	10,159	-4.7%
Florissant	51,038	50,491	-1.1%	Kansas City	434,829	441,259	1.5%	Maysville	1,176	1,157	-1.6%
Forsyth	1,175	1,442	22.7%	Kearney	2,260	4,025	78.1%	Memphis	2,094	2,043	-2.4%
Fredericktown	3,950	3,917	-0.8%	Kennett	10,941	10,788	-1.4%	Mexico	11,290	11,170	-1.1%
Frontenac	3,411	3,348	-1.8%	Kimberling City	1,590	2,655	67.0%	Milan	1,767	1,754	-0.7%
Fulton	10,033	10,785	7.5%	Kinloch	2,702	2,541	-6.0%	Miner	1,218	1,286	5.6%
Gallatin	1,864	1,750	-6.1%	Kirksville	17,152	17,107	-0.3%	Moberly	12,839	12,131	-5.5%
Garden	1,225	1,376	12.3%	Kirkwood	28,318	27,465	-3.0%	Moline Acres	2,713	2,557	-5.8%
Gideon	1,104	1,025	-7.2%	Knob Noster	2,261	2,429	7.4%	Monett	6,529	7,312	12.0%
Gladstone	26,243	27,819	6.0%	La Grange	1,102	1,111	0.8%	Monroe City	2,701	2,667	-1.3%
Glasgow	1,295	1,258	-2.9%	La Monte	995	1,084	8.9%	Montgomery City	2,281	2,303	1.0%
Glendale	5,945	5,629	-5.3%	La Plata	1,401	1,335	-4.7%	Morehouse	1,068	1,076	0.7%
Goodman	1,094	1,239	13.3%	Ladue	8,795	8,400	-4.5%	Moscow Mills	924	1,131	22.4%
Gower	1,249	1,351	8.2%	Lake Lotawana	2,141	2,090	-2.4%	Mound City	1,273	1,122	-11.9%
Grain Valley	1,901	3,248	70.9%	Lake St. Louis	7,536	8,833	17.2%	Mount Vernon	3,726	3,869	3.8%
Granby	1,945	2,068	6.3%	Lake Waukomis	1,027	1,117	8.8%	Mountain Grove	4,193	4,871	16.2%
Grandview	24,973	24,040	-3.7%	Lakeshire	1,467	1,383	-5.7%	Mountain View	2,036	2,477	21.7%
Greenfield	1,416	1,423	0.5%	Lamar	4,168	4,189	0.5%	Neosho	9,254	9,399	1.6%
Greenwood	1,505	2,442	62.3%	Lathrop	1,794	1,819	1.4%	Nevada	8,597	8,228	-4.3%
Hamilton	1,737	1,622	-6.6%	Lawson	1,876	1,925	2.6%	New Franklin	1,107	1,119	1.1%
Hanley Hills	2,325	2,497	7.4%	Leadwood	1,247	1,273	2.1%	New Haven	1,757	1,838	4.6%
Hannibal	18,004	17,870	-0.7%	Lebanon	9,983	11,166	11.9%	New London	988	1,026	3.8%
Harrisonville	7,696	8,450	9.8%	Lee's Summit	46,418	61,861	33.3%	New Madrid	3,350	3,275	-2.2%



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Nixa	4,893	9,483	93.8%	Richland	2,029	1,813	-10.6%	Sugar Creek	3,982	3,798	-4.6%
Noel	1,169	1,210	3.5%	Richmond	5,738	5,766	0.5%	Sullivan	5,661	6,153	8.7%
Normandy	5,063	4,785	-5.5%	Richmond Hgts.	10,448	9,803	-6.2%	Sunset Hills	4,915	5,314	8.1%
North Kansas City	4,130	4,225	2.3%	Riverside	3,010	3,318	10.2%	Sweet Springs	1,595	1,525	-4.4%
Northwoods	5,106	4,813	-5.7%	Riverview	3,242	3,042	-6.2%	Tarkio	2,243	2,320	3.4%
Oak Grove	4,579	4,842	5.7%	Rock Hill	5,217	4,962	-4.9%	Thayer	1,996	2,118	6.1%
Oakland	1,593	1,545	-3.0%	Rock Port	1,438	1,299	-9.7%	Tipton	2,026	2,015	-0.5%
Odessa	3,695	3,987	7.9%	Rogersville	995	1,198	20.4%	Town and			
O'Fallon	17,427	29,564	69.6%	Rolla	14,090	15,579	10.6%	Country	10,944	10,921	-0.2%
Olivette	7,573	7,168	-5.3%	Salem	4,486	4,685	4.4%	Trenton	6,129	5,849	-4.6%
Oran	1,164	1,211	4.0%	Salisbury	1,881	1,641	-12.8%	Troy	3,811	4,963	30.2%
Osage Beach	2,585	3,163	22.4%	Sarcoxie	1,330	1,342	0.9%	Union	6,048	6,222	2.9%
Overland	17,987	16,936	-5.8%	Savannah	4,352	4,471	2.7%	Unionville	1,989	1,917	-3.6%
Owensville	2,325	2,249	-3.3%	Scott City	4,292	4,415	2.9%	University City	40,087	38,086	-5.0%
Ozark	4,401	6,962	58.2%	Sedalia	19,800	20,348	2.8%	Valley Park	4,165	5,797	39.2%
Pacific	4,358	4,783	9.8%	Senath	1,622	1,638	1.0%	Vandalia	2,683	2,575	-4.0%
Pagedale	4,113	3,903	-5.1%	Seneca	1,885	1,998	6.0%	Velda Village	1,597	1,500	-6.1%
Palmyra	3,371	3,301	-2.1%	Seymour	1,636	1,778	8.7%	Velda Village Hills	1,315	1,236	-6.0%
Paris	1,486	1,374	-7.5%	Shelbina	2,172	1,988	-8.5%	Versailles	2,365	2,627	11.1%
Park Hills	7,866	8,164	3.8%	Shrewsbury	6,416	6,288	-2.0%	Vinita Park	2,001	1,881	-6.0%
Parkville	2,402	3,250	35.3%	Sikeston	17,641	17,874	1.3%	Warrensburg	15,244	17,076	12.0%
Parma	995	1,006	1.1%	Slater	2,186	2,066	-5.5%	Warrenton	3,962	4,547	14.8%
Pasadena Hills	1,165	1,092	-6.3%	Smithville	2,525	3,609	42.9%	Warsaw	1,696	2,149	26.7%
Peculiar	1,777	2,145	20.7%	Springfield	140,494	143,407	2.1%	Warson Woods	2,049	1,929	-5.9%
Perryville	6,933	7,439	7.3%	St. Ann	14,449	13,714	-5.1%	Washington	11,367	12,210	7.4%
Pevely	2,831	2,914	2.9%	St. Charles	50,634	56,525	11.6%	Waynesville	3,207	2,900	-9.6%
Piedmont	2,166	2,365	9.2%	St. Clair	3,910	4,341	11.0%	Weatherby Lake	1,613	2,010	24.6%
Pierce City	1,382	1,475	6.7%	St. George	1,359	1,279	-5.9%	Webb City	7,449	8,488	13.9%
Pine Lawn	5,083	4,729	-7.0%	St. James	3,256	3,532	8.5%	Webster Groves	22,992	21,890	-4.8%
Platte City	2,947	3,317	12.6%	St. John	7,502	7,045	-6.1%	Weldon Spring	1,034	1,170	13.2%
Plattsburg	2,248	2,308	2.7%	St. Joseph	71,852	70,208	-2.3%	Wellston	3,612	3,378	-6.5%
Pleasant Hill	3,827	4,644	21.3%	St. Louis	396,685	351,565	-11.4%	Wellsville	1,430	1,498	4.8%
Pleasant Valley	2,731	3,173	16.2%	St. Paul	1,124	1,281	14.0%	Wentzville	4,640	5,063	9.1%
Poplar Bluff	16,841	17,043	1.2%	St. Peters	40,660	48,493	19.3%	West Plains	9,214	10,748	16.6%
Portageville	3,401	3,285	-3.4%	St. Robert	1,730	1,747	1.0%	Weston	1,528	1,779	16.4%
Potosi	2,683	3,081	14.8%	Stanberry	1,310	1,369	4.5%	Willard	2,177	2,059	-5.4%
Princeton	1,021	1,031	1.0%	Ste. Genevieve	4,411	4,666	5.8%	Willow Springs	2,038	2,153	5.6%
Purdy	977	1,140	16.7%	Steele	2,395	2,446	2.1%	Winchester	1,794	1,705	-5.0%
Raymore	5,592	8,257	47.7%	Steelville	1,465	1,607	9.7%	Windsor	3,044	3,062	0.6%
Raytown	30,601	29,429	-3.8%	Stockton	1,579	1,838	16.4%	Winona	1,081	1,084	0.3%
Republic	6,290	6,651	5.7%	Stover	964	1,070	11.0%	Woodson Terrace	4,330	4,103	-5.2%
Rich Hill	1,317	1,404	6.6%	Strafford	1,166	1,262	8.2%	Wright City	1,250	1,404	12.3%



# Census Bureau internship: Report from Suitland, Maryland

John Blodgett, Urban Information Center, University of Missouri-St. Louis

People at the Census Bureau are experienced at *creating* data products and, to a lesser extent, data delivery systems. Unlike state data center agencies, the Census Bureau has limited experience working with data users and knowing how they access and apply those products and systems. The internship program was the first time the bureau created a formal relationship that involved bringing "outsiders" to the bureau's site and actually paying for their input. The rationale for this unprecedented move was that people involved in the state data centers could provide insight into what data users want from the bureau's new data delivery system.

## The DADS System

The U. S. Bureau of the Census is in the process of implementing some radical changes in the way it creates and disseminates data products. Responding to mandates from the executive branch as well as Congress, the bureau is faced with a challenge many of us face today — how to provide improved service within the constraints of a reduced budget. The strategy the bureau has adopted to deal with this formidable challenge centers around the use of the Internet as the primary media for delivering information and data products. As the centerpiece of its strategy, the bureau has embarked on an ambitious software development project, the Data Access and Dissemination System (DADS).

DADS was originally conceived in 1993 as part of the Diamond Project and has been under active development since 1995. When completed in

*Editor's note: John Blodgett recently completed a six-week internship at the Census Bureau's headquarters near Washington, D.C., in Suitland, Maryland. Representing the Missouri State Census Data Center, Blodgett worked with Census 2000 product development teams and the Data Access Dissemination System (DADS) development team to provide user perspectives for products and access systems being developed for Census 2000. He was one of two state data center representatives selected for the internship. (Kirin McGinnis of the Utah State Data Center was the other intern)*

the year 2000, this system will be the primary means for users to locate, view, custom specify, order, download, and (in some cases) pay for the Census Bureau's data and data products. A less-publicized but extremely critical aspect of DADS is that it will also be the primary tool used within the bureau to actually build many of the data products that local users will be able to access.

The strategy for building DADS is to develop a series of four progressively more refined and comprehensive prototype versions, culminating in a production version that will be ready in time to deliver the results of the 2000 census. The first prototype was done by Census Bureau staff and completed in the fall of 1996. Evaluation of this version led the bureau to conclude that the standard HTML interface staff were using was not powerful enough to take them where they wanted to go with DADS. As a result, the bureau made the decision to alter its strategy for the second prototype

(aka "DADS 97"). The decision was to go with a Java-based interface, and an outside contracting team (led by Oracle corporation) was hired to assist with the development of DADS 97.

A key element of the DADS development process is collecting a detailed set of user requirements, specifications regarding what capabilities the system should have, e.g., type of data, format, user interface(s), etc. Many of the requirements used to design the first two prototypes of DADS were collected from the user community in a series of focus groups and from feedback received from system beta testers. This past summer, the bureau decided to tap into the experience of the state data center program to help them get a handle on what users require from the DADS system, and the internship positions were announced.

## Six Weeks in a Mental Institution

Of course, the Census Bureau building in Suitland, Maryland is not really a mental institution. There is just something about the ambiance of the place, which was built as a hospital during World War II, that has caused more than one visitor to observe that it has the look and feel of such a facility. It has to do with the architecture, the yellow brick walls, the grates on some of the windows, many permanently locked doors (and guard stations at the ones where you can get out), and the barbed wire atop the 10-foot fence that surrounds the "compound." Kirin and I were assigned an office in room 2147-3 (second floor, first wing, room 47, building #3 (all very logical and complex, like much of the data they make there). Within a



week, we were given workstations, userids and passwords that would let us go "behind the firewall" to access the DADS Prototype 2 system. We were issued cc mail id's and passwords, telephone extension numbers, and were presented with approximately a half foot of various documents with information about the DADS system. We also received detailed documents describing the proposed data products for Census 2000, committees involved in the specification, the design and actual creation of those products, and a schedule of meetings that we would be attending during our stay.

During our internship, Kirin and I were able to participate in many meetings and make many suggestions. Among our suggestions were: 1) that the Census Bureau create more concise data profiles to resemble the Basic Tables and Basic Trends reports we have been doing in Missouri for many years, 2) add more percentages in printed reports, 3) produce more printed reports than are currently planned for Census 2000, 4) consider ZIP code summaries as "standard products," 5) produce reports showing trends between 1990 and 2000 for small-area geography, and 6) build better mapping and tools for helping us know the boundaries for all geographic areas for which data is published.

## The DADS 97 Experience

Kirin and I estimated that we each spent a total of about 40 hours actually using the DADS 97 prototype system. The system we saw the first week was significantly different from the one we viewed near the end of our internship. In other words, it was a software construction site. We attempted to use all the various "tools" and features the system currently supports and made suggestions regarding things we were hoping or expecting to see but did not. Many things we did not like or were

dismayed at not seeing were already on the bureau's list of user requirements to be implemented.

The "vision of DADS" is a single point-of-access tool that will permit users to locate and access any data provided by the Census Bureau. Census 2000 products and data will be the crucial test of the system, which is also expected to deliver 1990 decennial data, American Community Survey (ACS) data, the economic census products, and the latest population estimates. Not only will it deliver things like the statistical tape files and the public use microdata sample files, but it will also be the tool for delivering the thousands of printed reports and electronic map images issued by the Census Bureau. A critical part of the DADS vision is that we can live with many fewer "standard" data products in the future because DADS is going to allow users to create their own customized products. The phrase often heard is "just the tables you want for the geography you need," and delivered when you want it, so there won't be a need to waste all that local storage space. One of the big questions I was hoping to have answered was whether this "vision" had any significant problems regarding its practical implementation. I'm still not sure. But I'm from Missouri, and DADS was not sufficiently far enough along to show me if this would work well or not.

I do not want to leave the impression that our experience with the DADS prototype was negative or disappointing. Even though it could not deliver exactly the output we wanted on the majority of the "real life" tests we gave it, we were impressed with how fast and efficiently it worked. It can generate many tables for many geographic areas with remarkable speed and, in many cases, with remarkable ease. It also has some good tools for dealing with census geography.

## DADS '98

As we completed our stay in Suitland, the final touches had not been completed for the DADS 97 prototype, but planning work was well under way for the third and final prototype version, to be called "DADS 98." A team of consultants headed by IBM, and including staff from the Environmental Research Institute (ESRI), is working on refining the user requirements for this version. These people know about the state data centers and are eager to tap into the knowledge of what users really want from census data and from DADS.

Although DADS 98 is not the final production version, it will be the last chance the bureau has to experiment, and this version is expected to deliver the results of the 1998 Dress Rehearsal census and the 1997 Economic Census. More importantly, the scope of the DADS system has been dramatically broadened so that not only does DADS 98 have to be the tool for delivering the data, it also now becomes the tool with which the bureau will generate the data products.

## Final observations

My seven weeks in Suitland, probably the most intense and interesting of any comparable period in my 25 years of working with census data, was an extremely positive sign that the Census Bureau would offer us this opportunity to help them "get it right" with their new products and data delivery system. It was clear that many of the people at the bureau were pleased to work with us and hear what we had to say. While we do not know if our suggestions will make it into the final product designs, we got the opportunity to give our input to people who understood and seemed to care about what we were saying. That seems to me cause for cautious optimism regarding the outcome of the bureau's ambitious plan to "reinvent" how we find out about, access, and even apply census data.



## Missouri Census Update



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### Missouri State Census Data Center annual conference

The Missouri State Census Data Center annual conference was held in Osage Beach, September 17-18, 1997. Representatives from libraries, regional planning commissions, local governments, state agencies, and private corporations attended the conference, which was built around the theme of "Community Role in Census 2000."

Staff from the Census Bureau offices in Washington, D.C. and Kansas City explained specific opportunities for local involvement in Census 2000 and discussed ways to make the census successful in Missouri. Other highlights of the conference included a panel discussion about issues related to Census 2000, and concurrent sessions dealing with population estimates, geographic information systems, health and education statistics, welfare reform, and census information available via the Internet.



### Mark your calendar

The third annual Geographic Information Systems (GIS) annual conference will be held at the Capitol Plaza Hotel in Jefferson City, March 16-17, 1998. The conference is co-sponsored by the Missouri GIS Advisory Committee and the Missouri Spatial Data Information Service and will be designed to appeal to prospective as well as experienced users of GIS technology. For additional information, check the Missouri Spatial Data Information Service web site at <http://msdis.missouri.edu> or call 573-882-1404.

### Product note

*1997 Missouri Outlook*, a short-term forecast of employment and earnings in Missouri regions, cities, and labor market areas, was recently produced by the Center for Economic Information for the Missouri State Census Data Center. A summary

document is available free of charge in portable document format (pdf) at <http://cei.haag.umkc.edu>. The complete document (which includes a forecast for each region, metropolitan statistical area, and sectors within the state and MSAs) can be purchased for \$30.00 from the Center for Economic Information at the University of Missouri-Kansas City, 816-235-1394.

### National Data Center meeting

The 1997 national State Census Data Center Conference was held November 5-7, 1997, in Washington, D.C. Stan Rolark, the new director of the Census Bureau's Customer Liaison Office, joined state census data center representatives from 37 states and other Census Bureau staff to discuss future plans for the state census data center network, Census Bureau products, plans for Census 2000, and a variety of other census-related topics.